

WHY CREATE CAMPAIGNS?

**FIRST A DEFINITION OF
WHAT A CAMPAIGN IS.**



Marketing campaigns

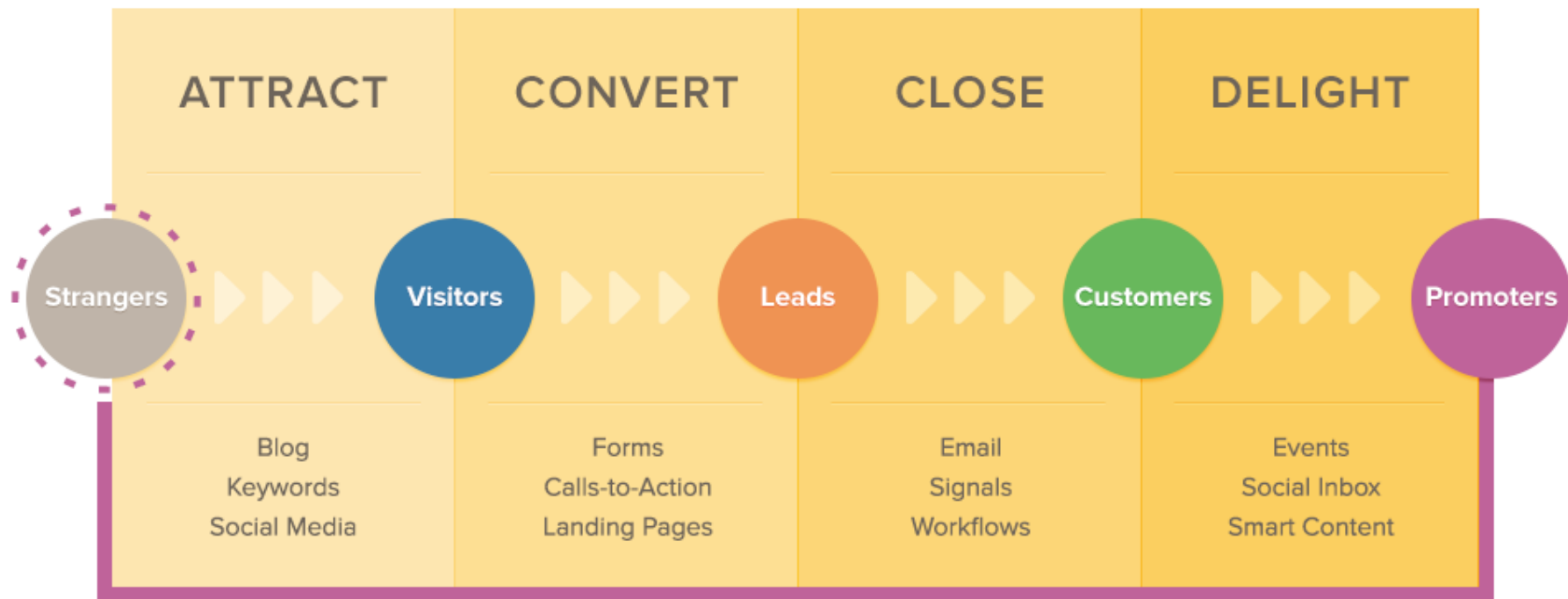
A specific, defined series of activities used in marketing a new or changed product or service, or in using new marketing channels and methods.

A top-down view of several hands holding colorful puzzle pieces against a blue sky with light clouds. The puzzle pieces are in shades of pink, yellow, orange, blue, purple, and green. The hands are positioned around the pieces, suggesting they are being assembled or held together.

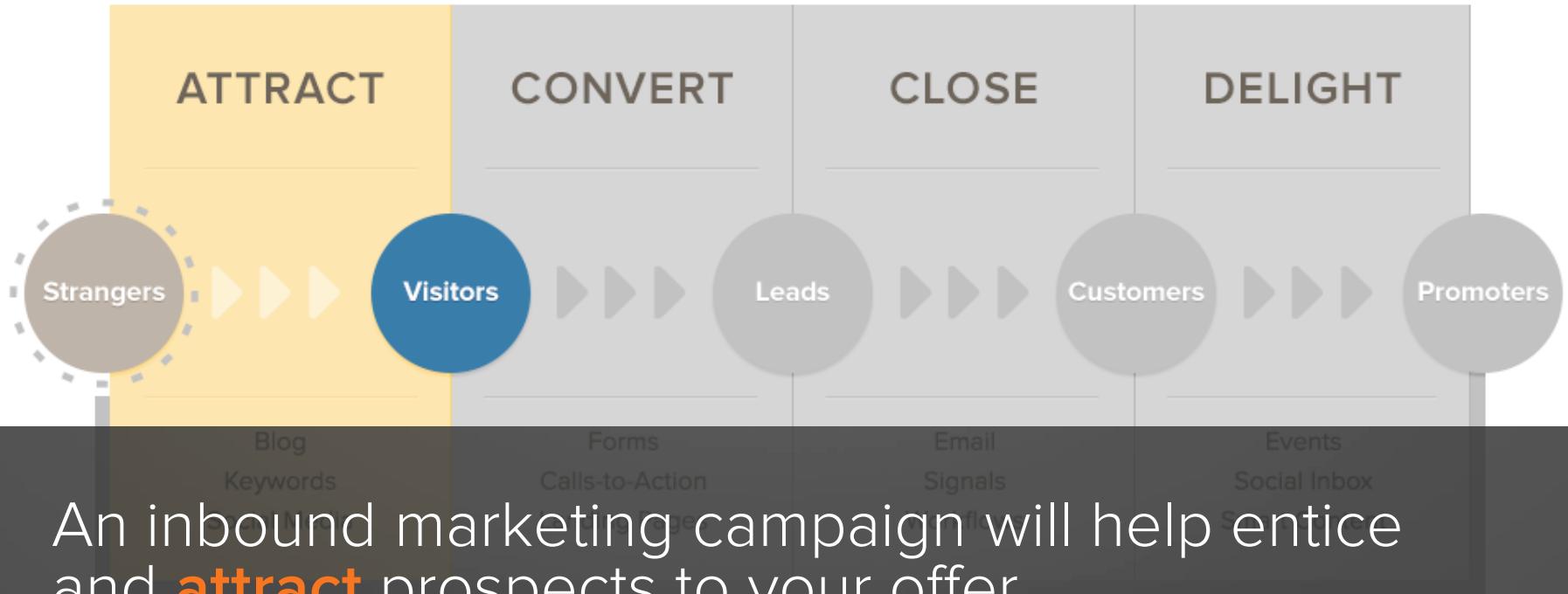
Inbound marketing campaigns

Concentrated efforts that align all of your marketing channels around a single offer and goal.

Inbound Methodology

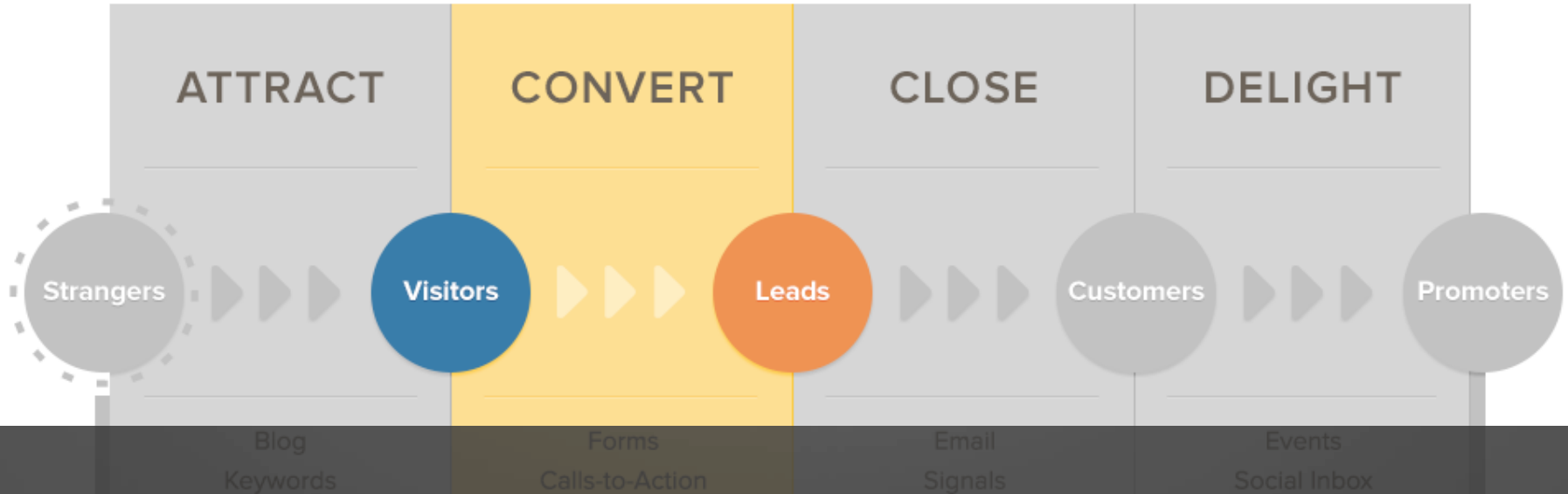


Inbound Methodology



An inbound marketing campaign will help entice and **attract** prospects to your offer.

Inbound Methodology



An inbound campaign is focused around an offer – the entry point for a visitor to **convert** to a lead.

Inbound Methodology



THEN WHY USE
CAMPAIGNS?

A magician in a black suit is shown from the waist up, holding a black wand with a white tip in his right hand and a black top hat in his left hand. The background is a red, vertically-pleated curtain. The text is overlaid on the right side of the image.

Utilize HubSpot's software.

HubSpot has been so successful because every inbound marketing campaign starts with an offer.



Align your marketing channels.

Connect all of your inbound marketing pieces together. Disconnected tools and channels makes it difficult to measure results.

HOW TO CREATE AN INBOUND CAMPAIGN.



Not all
campaigns are
created equal or
look the same.

5 STEPS TO CREATING AN INBOUND CAMPAIGN

- Define campaign details
- Select or create your offer
- Convert contacts
- Promote campaign
- Review & Repeat

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DEFINE CAMPAIGN DETAILS:

- 1 Goals
- 2 Timeline
- 3 Buyer Personas



GOALS



Always keep your
SMART marketing
goals in mind.

Setting and reviewing monthly
inbound marketing goals are
fundamentals to being a successful
inbound marketer.

SMART GOAL SETTING

S Specific

M Measurable

A Attainable

R Relevant

T Timely

SMART GOAL SETTING

- Attract [**number**] visits focused on [topic/product] by [date]
- Convert [**number**] leads focused on [topic/product] by [date]
- Close [**number**] customers focused on [topic/product] by [date]

SMART GOAL SETTING

- Attract **[number]** visits focused on [topic/product] by [date]
- Convert **[number]** leads focused on [topic/product] by [date]
- Close **[number]** customers focused on [topic/product] by [date]

SMART GOAL SETTING

- Attract **5,000** visits focused on off-site business travel by 6/20/15
- Convert **500** leads focused on off-site business travel by 6/20/15
- Close **20** customers focused on off-site business travel by 6/20/15



TIMELINE

Set a timeframe for your inbound campaign.

Your timeframe needs to be realistic to keep your goal achievable, but also tight enough to keep you motivated and working towards the goal.

SMART GOAL SETTING

- Attract [number] visits focused on [topic/product] by [date]
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- Close [number] customers focused on [topic/product] by [date]

SMART GOAL SETTING

- Attract **5,000** visits focused on off-site business travel by **6/20/15**
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Use the Campaigns to set your **SMART** goals.

Add goals and timeline ✕

Defining goals and dates for your campaign is optional. If start or end dates are selected, performance stats will be constrained within these dates.

Visits	<input type="text" value="5000"/>	Start Date	<input type="text"/>
Contacts	<input type="text" value="500"/>	End Date	<input type="text" value="06/20/2015"/>
Customers	<input type="text" value="20"/>		

3

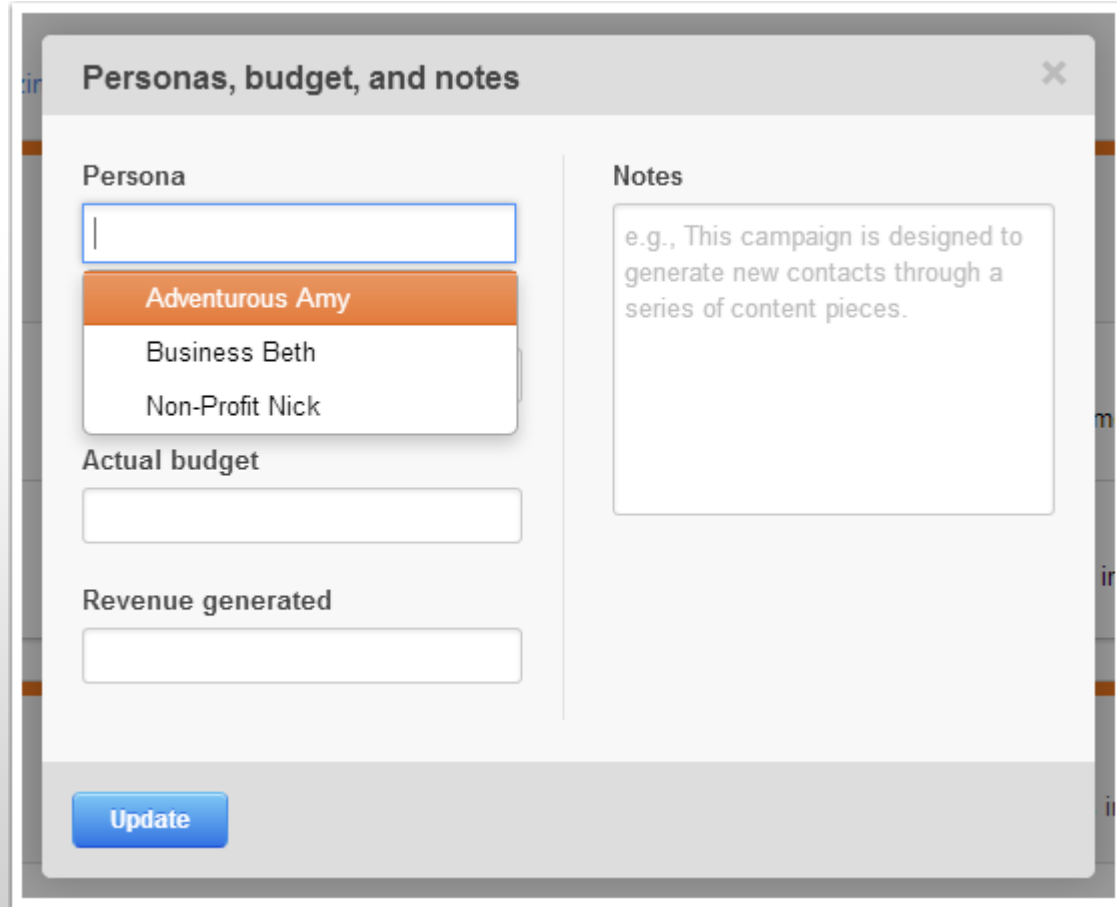
BUYER PERSONAS

**A CAMPAIGN IS
BASED ON YOUR
AUDIENCE.**

Questions to ask yourself about your buyer personas

- 1 What can you help solve for your buyer personas?
- 2 What does a day in their life look like?
- 3 Where do they go for information?
- 4 What type of social media channels are they using?
- 5 How does your buyer persona check email?

Add **buyer personas** to your campaign.



The image shows a dialog box titled "Personas, budget, and notes" with a close button (X) in the top right corner. The dialog is divided into two main sections: "Persona" and "Notes".

Persona section:

- A text input field is at the top, currently empty.
- Below it is a list of three persona options: "Adventurous Amy" (highlighted in orange), "Business Beth", and "Non-Profit Nick".
- Below the list is a label "Actual budget" followed by an empty text input field.
- Below that is a label "Revenue generated" followed by another empty text input field.

Notes section:

- A text area on the right contains the example text: "e.g., This campaign is designed to generate new contacts through a series of content pieces."

Footer:

- A blue "Update" button is located at the bottom left of the dialog.

5 STEPS TO CREATING AN INBOUND CAMPAIGN

- Define campaign details
- Select or create your offer
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- Review & Repeat

The offer you select will be the **focus** of your campaign.

The center of your whole campaign is an offer. It is the first conversion point in your campaign and the entry point a prospect to become a lead.



The Buyer's Journey and Content



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HOW TO EMPOWER YOUR EMPLOYEES

THROUGH OFF-SITE TRAVEL

A GUIDE TO TEAM-BUILDING



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**But how can someone
get your offer?**

After you determine your offer,
decide on how you will get
your buyer persona to find it.

Use the Campaigns tool as a **checklist**.

You can use the Campaigns tool as a reminder of what you need to convert contacts and promote your campaign.

The screenshot displays the 'Adventure Travel' campaign management interface. At the top, it shows 'Analyzing a Campaign' with options for 'Create Tracking URL' and 'Delete campaign'. A left sidebar contains navigation links: 'Return to all campaigns', 'Overview', 'Edit', and 'Display Options' (with a dropdown arrow). Under 'Display Options', several checkboxes are checked: Keywords, Landing Pages, Emails, Calls-to-Action, Blog Posts, Social Messages, Pay-per-click, Other Campaigns, and Workflows. The main content area is divided into three sections, each with a checklist of tasks:

- Define Campaign Details**
 - Define your campaign's goals, target audience, timeframe and add any additional details.
 - Goals and timeline**
Define what is the goal this campaign is trying to achieve over a specific timeframe.
 - Personas, budget, and notes**
Define who this campaign is targeting and add any other details like budget and internal notes.
- Convert Contacts**
 - Create the marketing assets that will help you convert prospects into contacts or contacts into qualified leads.
 - Target keywords**
Target specific keywords with your campaign, so you get found organically.
 - Create landing and thank-you pages**
In this step you can create the landing and thank-you pages that will present a platform for your offer.
- Promote Campaign**
 - Define your campaign's goals, target audience, timeframe and add any additional details.
 - Create email**
Build a marketing email aligned with your landing page so you can promote the offer to your existing contacts.
 - Create a call-to-action**

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5 STEPS TO CREATING AN INBOUND CAMPAIGN

- Define campaign details
- Select or create your offer
- Convert contacts
- Promote campaign
- Review & Repeat

To provide your offer,
an **exchange** needs to happen.



Use the Campaigns tool as a **checklist**.

After defining your campaign details, create a way for your prospect to access your offer.

Convert Contacts

Create the marketing assets that will help you convert prospects into contacts or contacts into qualified leads.



Target keywords

Target specific keywords with your campaign, so you get found organically.



Create landing and thank-you pages

In this step you can create the landing and thank-you pages that will present a platform for your offer.



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Target keywords:

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HOW TO EMPOWER YOUR EMPLOYEES

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Target keywords:

- Off-site travel

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Target keywords:

- Off-site travel
- Team-building

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Target keywords:

- Off-site travel
- Team-building
- Empower your employees

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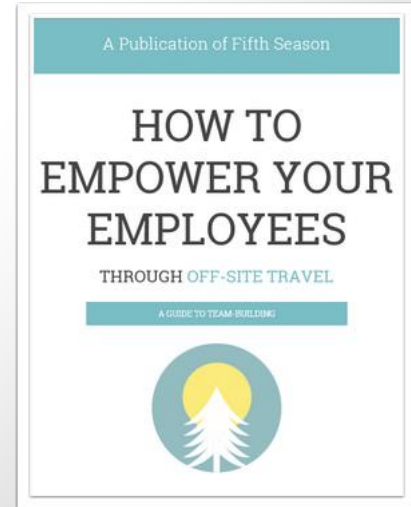


**But how can someone
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Create an **inbound campaign**.

After you determine your offer, decide how your buyer persona will find it.



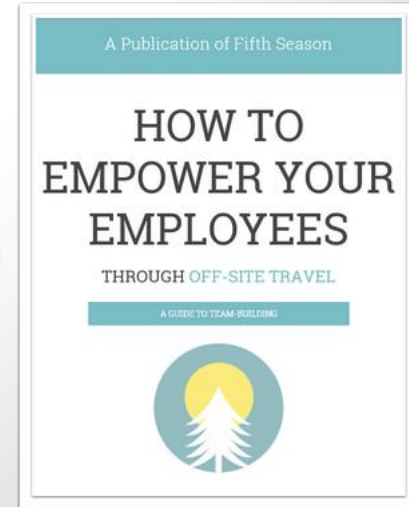
1. PICK YOUR OFFER

Create an **inbound campaign**.

After you determine your offer, decide how your buyer persona will find it.



2. CREATE THE CONVERSION PATH



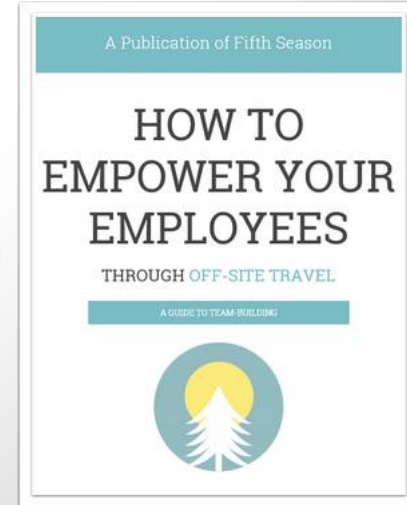
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The landing page features a header with the Fifth Season logo and the text 'DOWNLOAD OUR FREE GUIDE'. The main heading is 'How to Empower Your Employees Through Off-Site Travel'. Below this, there is a sub-heading 'A Guide to Team Building' and a paragraph explaining the importance of a solid team. A central graphic shows the title 'HOW TO EMPOWER YOUR EMPLOYEES THROUGH OFF-SITE TRAVEL' with a tree logo. To the right is a 'Team-Building Offer' form with fields for 'First Name *', 'Last Name *', and 'Email *', a dropdown for 'What is your team's biggest challenge?', and a 'Download the Guide (PDF)' button. Social media icons for Facebook, LinkedIn, Twitter, and YouTube are at the bottom left. A disclaimer at the bottom right states: 'Fifth Season is a fictional business using real inbound strategies. It is managed by MultiQor's Academy team to support a cohesive approach to doing inbound. It is not a real company.'



2. CREATE THE CONVERSION PATH

1. PICK YOUR OFFER

5 STEPS TO CREATING AN INBOUND CAMPAIGN

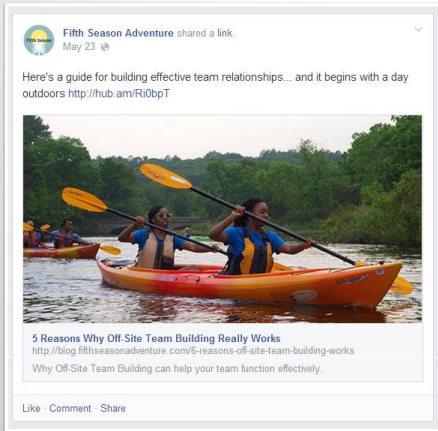
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- Review & Repeat



**Bring people to
your offer** using
inbound marketing.


Create an **inbound campaign**.

After you determine your offer, decide how your buyer persona will find it.



Fifth Season Adventure shared a link
May 23

Here's a guide for building effective team relationships... and it begins with a day outdoors <http://hub.am/Ri0bpT>



5 Reasons Why Off-Site Team Building Really Works
<http://blog.fifthseasonadventure.com/5-reasons-off-site-team-building-works>
Why Off-Site Team Building can help your team function effectively.

Like · Comment · Share



Fifth Season

DOWNLOAD OUR FREE GUIDE

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A Guide to Team Building

Having a solid team is incredibly important for any business. If team members trust each other and work together well, magic can happen.

Off-site travel is the best way to create a team-building experience for your business, empowering your employees to connect and work together while having a blast.

This guide to team-building will share all of the benefits of off-site travel for team-building.



Team-Building Offer

First Name *

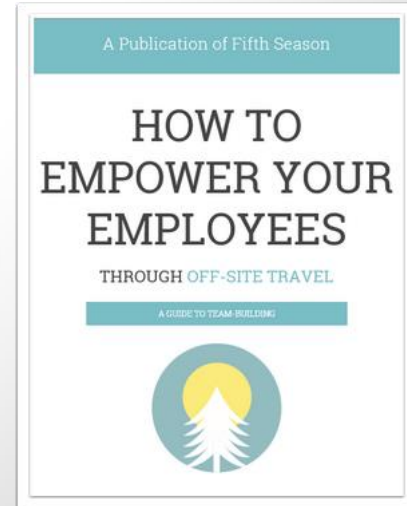
Last Name *

Email *

What is your team's biggest challenge?
Communication

Download the Guide **FREE!**


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HOW TO EMPOWER YOUR EMPLOYEES THROUGH OFF-SITE TRAVEL

A GUIDE TO TEAM BUILDING



3. CREATE THE PROMOTION PATH

2. CREATE THE CONVERSION PATH

1. PICK YOUR OFFER

Use the Campaigns tool as a **checklist**.

Promote Campaign

Drive traffic to your campaign through social media messages, emails, and blog posts.



Create email

Build a marketing email aligned with your landing page so you can promote the offer to your existing contacts.



Create a call-to-action

Create a call-to-action that you can use on your blog or other site pages. It's designed to promote the offer.



Create a blog post

Feature your campaign as a blog post with a call-to-action to your marketing offer.



Create social media messages

Spread the word about this campaign through social media.



Paid campaign

Create a tracking URL to monitor PPC performance tied to this campaign.

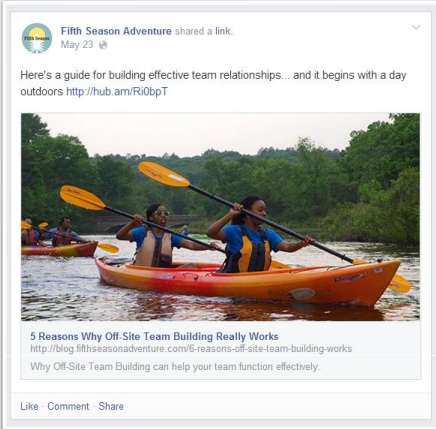


Other sources

Create a tracking URL to monitor any other sources sending traffic and contacts to your campaign.


Create an **inbound campaign**.

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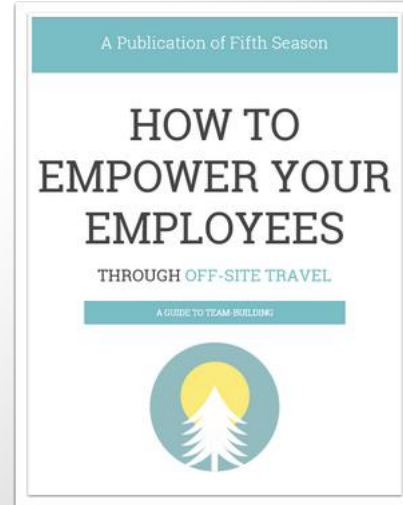
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Download the Guide: [CLICK!!!](#)


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DOWNLOAD NOW >>



Fifth Season | **DOWNLOAD OUR FREE GUIDE**

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[f](#) [in](#) [t](#) [p](#)

Team-Building Offer

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What is your team's biggest challenge?
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Fifth Season

Hi there,

Planning an adventure vacation for a family of people is difficult, we know. It's hard enough to decide what to have for dinner - mapping out your vacation can be a nightmare in comparison.

It doesn't have to be that way. Let us help you plan your next getaway. **This next month Fifth Season is offering free consultations on all Adventure Travel vacations.** Take advantage of our team of professionals. We'll walk through the do's and don'ts of Adventure Travel, and give you some pro-tips as well.

And if you do decide to take your vacation with us at Fifth Season, you'll get **10% off your booking as a thank you.** [Click here to sign up for your free consultation.](#)



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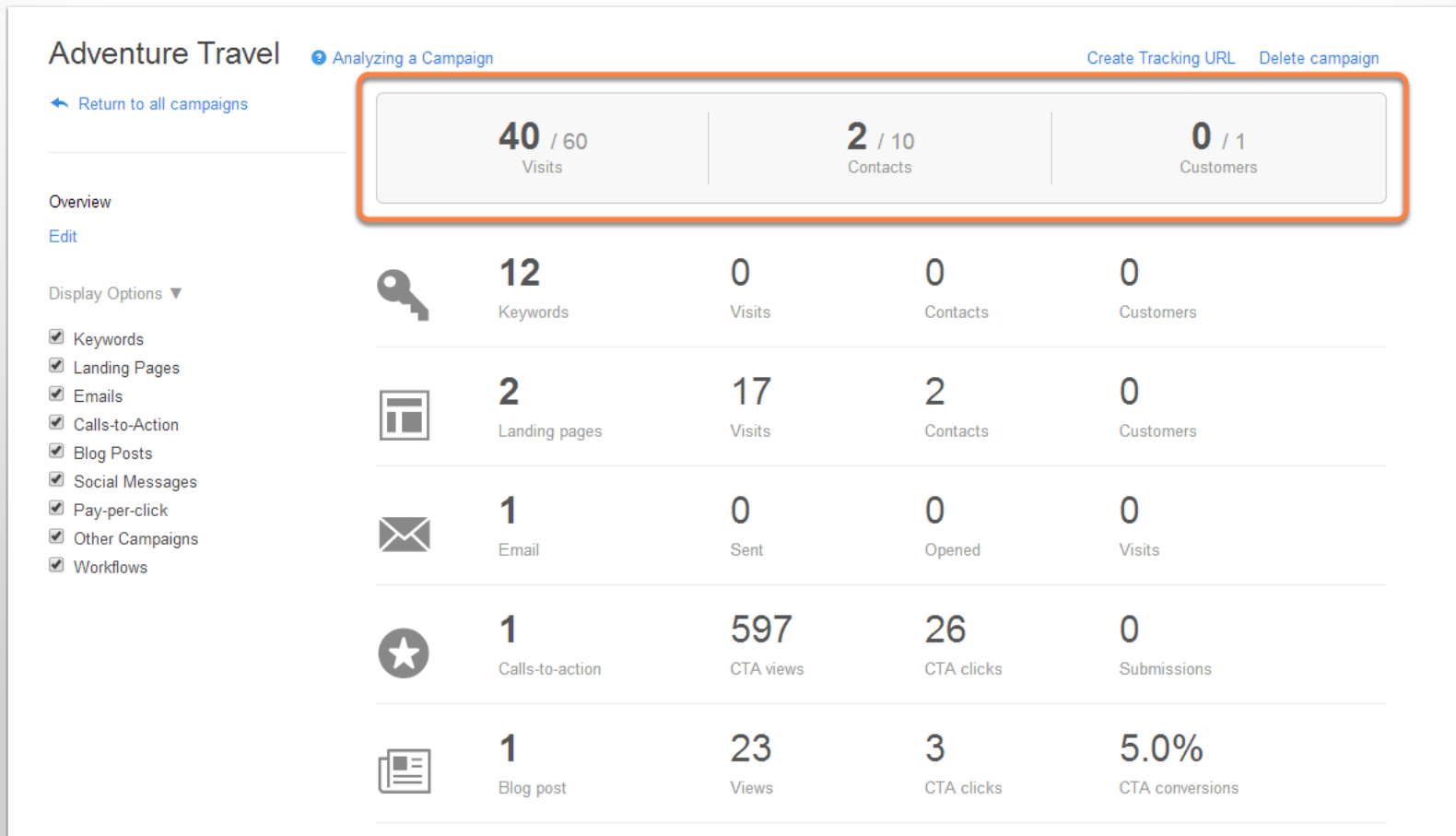
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View the **results** of your inbound campaign.



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But remember:

Training is available for all pieces of an inbound campaign.

CAMPAIGNS TOOL WALKTHROUGH.